

Jumbo Hellas SA in Retailing (Greece)

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Abstracts

Jumbo Hellas plans to invest in renovating its existing network of stores, but also in the opening of 1-2 stores over the first two years of the review period. Furthermore, the company will place an additional focus on its e-shop in order to expand its product range to more categories. Its brand Jumbo will continue to introduce new products to its range as it is changing identity from a toyshop towards a store-based and online variety store.

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